To: Steplen / Don Fitzgerald
From: Kurt Jurgensen
RE: Display Recommendations

* Pack Displays that should be continued =
  1. temp. 20 pack shipper Display (524012)
     why = ease of placement on cluttered counters
  2. temp 40 pack shipper Display (524723)
     why = if need more capacity than above mentioned 20 pack, this one is the best!

* No need for any temp. pack Display except for these (2).

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* - Discontinue all Dump Bins!
  why = Due to the vast majority of retail accts. that must constantly count their cigs, these Dumps just are not being utilized!

(continued)

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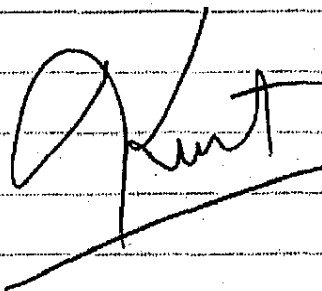
CARTON DISPLAYS:

- Keep the generic 90 CARTON FLOOR Display (524771)

  – this Display is very versatile, and can be used for CARTONS/PACKS/PREMIUMS, etc...

- Discontinue ALL other CARTON & COMBO – CARTON/PACK DISPLAYS!

I Hope this Helps Y'ALL OUT!

Kurt

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